

United States Department of the Interior
National Park Service

For NPS use only
received
date entered

National Register of Historic Places Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Montgomery Ward Building

and/or common N/A

2. Location

street & number 3-7 W. Market St. N/A not for publication

city, town Lewistown N/A vicinity of

state Pennsylvania code 042 county Mifflin code

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<u>N/A</u> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	N/A being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name OK Properties

street & number 39 N. Market Street

city, town Lancaster N/A vicinity of state Pennsylvania

5. Location of Legal Description

courthouse, registry of deeds, etc. Mifflin County Courthouse

street & number 20 N. Wayne Street

city, town Lewistown state Pennsylvania

6. Representation in Existing Surveys

title N/A has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town state

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The Montgomery Ward Building consists of a department store and adjoining offices constructed in the Art Deco style. The department store is two stories, with a mezzanine level, and measures about 40 x 150 feet. It is separated from the office building, which measures approximately 30 x 145 feet, by a common wall. The building was constructed at one time and presents a unified facade to the street. It is of steel frame construction with brick exterior walls. The south and east facades are principally of buff brick, while the north and west facades are red brick.

The south (Market Street) facade is the only facade displaying any ornamentation. The original storefront of the department store was removed c. 1950 and replaced with an aluminum storefront. The new storefront duplicates the configuration of the original, with two deeply recessed entries flanked by display windows. The original storefront remains on the office portion of the building. It consists of a granite base and plate glass windows with copper frames. As with the department store, the entries are deeply recessed. The westernmost entry, which leads to the upstairs offices, retains its original wood and plate glass door. The central, double doors leading to the first floor commercial space have been replaced with a single, modern, aluminum door with fixed sidelights and a transom sash. The rears of the display windows are ornamented with imitation travertine, fluted walnut pilasters with Corinthian capitals, and a walnut cornice, a surprisingly traditional treatment given the building's Art Deco facade.

The building's upper stories are given the strong, vertical emphasis characteristic of the Art Deco style by means of pilasters and two-story window bays. The mezzanine windows of the department store and the second story windows of the office are rather squat, however the second story windows of the department store are eight feet tall and contribute to the vertical emphasis of the facade. All windows have brick sills with soldier courses at the window heads. All sash are 1/1 double-hung steel sash.

The architects used two different materials to enliven the space below the second story windows. The department store features glazed tile panels with a diamond motif between the mezzanine and second story windows of each window bay. The space between the storefront and the second story windows of the offices utilizes the face brick of the facade in herringbone-patterned panels.

Each window bay, with the exception of the three central bays of the department store, is ornamented with a band of glazed terra cotta above the second story windows. These bands, which also extend along the east wall of the department store, are in a multi-colored chevron motif, one of the Art Deco style's most popular ornamental forms. The three central bays of the department store eschew the chevron bands in favor of terra cotta panels with a vertical emphasis. The center panel depicts a gambolling female figure holding a torch aloft. She is identified as the "Spirit of Progress". Apparently this woman was a standard Montgomery Ward logo. An identical terra cotta panel is located on the former Montgomery Ward building in Stroudsburg, Pennsylvania, and the original drawings for the Lewistown store specify that the panel was modeled by the Atlantic Terra Cotta Company for Montgomery Ward.

The top of the south facade features a crenelated parapet rising above the flat roof. The principal pilasters, which have corbelled brickwork at their tops, rise above this parapet. The parapet and both the principal and secondary pilasters are capped with cast stone. The three central bays of the department store are topped by a stylized, cast stone pediment that is supported by two of the principal pilasters. A flagpole was originally located directly behind the apex of the pediment. It has since been removed.

The east facade of the building, which faces the county courthouse across a narrow passage, is also faced in buff brick. The blank west facade, originally a party wall with another building, is red brick, as is the north or rear facade. The rear facade is simple and unadorned, with several window and door openings.

8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian		
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation		
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)		

G. Frank Witman and

Specific dates 1929 Builder/Architect JAMES A. Royer - architects

Statement of Significance (in one paragraph)

The Montgomery Ward Building is a fine, intact example of the rather restrained Art Deco Style used by a number of chain stores in the 1920s and 1930s. It is architecturally significant as an example of this style and type of building, as well as for the fact that it is the only Art Deco building in Lewistown. It is also significant as one of the early department stores constructed by the important mail order firm Montgomery Ward and Company.

Designed by York, Pennsylvania architects G. Frank Witman and John B. Royer for Montgomery Ward and Company and Lewistown attorney A. Reed Hayes, the Montgomery Ward Building is an excellent, intact example of the small-scale Art Deco style buildings constructed across the country in the 1920s and 1930s. As an architect designed structure, the building displays a more sophisticated approach to design and detailing and is a more academic expression of the Art Deco than the many vernacular interpretations of the style constructed in many small towns by local contractors. The building incorporates most of the quintessential features of the Art Deco. The stepped facade, pronounced verticality, and linear quality of the design are all characteristic. The detailing, particularly the use of the chevron-motif and patterned brick and tile work are also typical.

The presence of this Art Deco style building in Lewistown attests to the style's widespread popularity and to the community's participation in the styles and trends of the period. The construction of this modern, almost avant-garde, building in downtown Lewistown must have seemed, to local residents, a radical introduction of the metropolis into small-town America, particularly given the fact that the buildings demolished for the new structure were Federal style townhouses dating from the early nineteenth century. Most residents, however, probably welcomed the building, for its presence spoke of the community's sophistication and its prominent location on Monument Square, the principal urban space in town, assured that Lewistown would present a modern, up-to-date appearance to the world.

The Montgomery Ward Building is also significant as one of the first full-line department stores constructed by the nationally prominent mail order firm, Montgomery Ward and Company. Founded in 1872 by Aaron Montgomery Ward, Montgomery Ward & Company pioneered large scale, mail order merchandising in this country. The firm introduced the large "wish book" catalog, including the use of photographs to illustrate products. By the 1920s Wards shared the majority of mail order business in this country with Sears, Roebuck and Company.

In the early 1920s sales at both Wards and Sears fell off badly. This decline resulted from the mobility given to consumers by the automobile. This mobility enabled them to range farther afield in search of consumer goods, and freed many rural or small town Americans from dependence upon the mail order catalogs.

In an effort to improve its sales, Sears opened its first retail stores in 1924. This innovation proved an immediate success, but the conservative management of Montgomery Ward & Company failed to follow suit until 1926. In that year Wards opened ten retail stores across the nation. The success of these stores convinced Wards' management to actively enter the chain store business. By 1928 the firm operated 244 retail outlets, including its first full-line department store. By 1930 this number had increased to 556 stores, generating over \$200 million in annual sales.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet Montgomery Ward Bldg.,

Item number 8

Page 1

Mifflin County

Montgomery Ward and Company leased the site of their Lewistown store from local attorney A. Reed Hayes in December 1928 and the full-line department store opened for business in December 1929. The building thus constitutes one of the initial retail outlets constructed by Montgomery Ward & Company and represents the movement of this important firm into direct retailing.

The Montgomery Ward Building exists as a locally significant example of Art Deco style architecture. It is the only Art Deco style building in Lewistown and represents the influx of this style into small town America. The building is also significant as one of the initial retail outlets of the nationally prominent mail order firm, Montgomery Ward & Company.

9. Major Bibliographical References

Lewistown (Pennsylvania) Sentinel, 19 December 1928.
 Hendrickson, Robert, The Grand Emporiums: The Illustrated History of America's Great Department Stores (New York: Stein & Day, 1979), 207, 226-30.
 Original architectural drawings by Witman & Royer, copies in possession of OK Properties, City Directories: York, Lewistown.

10. Geographical Data

Acreage of nominated property 0.23
 Quadrangle name Lewistown Quadrangle scale 1:24,000

UTM References

A	1 8	2 8 2 2 2 5	4 4 9 7 1 6 0	B			
	Zone	Easting	Northing		Zone	Easting	Northing
C				D			
E				F			
G				H			

Verbal boundary description and justification Starting from a point on the north side of W. Market St. approximately sixty-five feet west of N. Main St. and running sixty-eight feet west along the north side of W. Market St. to a point, thence on a ninety degree angle to the north one hundred and fifty feet to a point, thence on a ninety degree angle to the east sixty-eight feet to a point, and thence on a ninety degree angle to the south one hundred and fifty feet to the point of origin. This boundary constitutes the legal bounds of the property.

List all states and counties for properties overlapping state or county boundaries

state	N/A	code	N/A	county	N/A	code	N/A
state	N/A	code	N/A	county	N/A	code	N/A

11. Form Prepared By

name/title Patrick W. O'Bannon, Ph.D.

organization OK Properties date 10 May 1984

street & number 39 N. Market St. telephone (717) 299-4371

city or town Lancaster state Pennsylvania

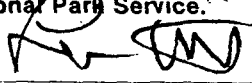
12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature



Larry E. Tise, State Historic Preservation Officer
 title

date 8/18/04

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

Montgomery Ward Building
3-7 W. Market, Lewistown

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF ENVIRONMENTAL RESOURCES
TOPOGRAPHIC AND GEOLOGIC SURVEY

